

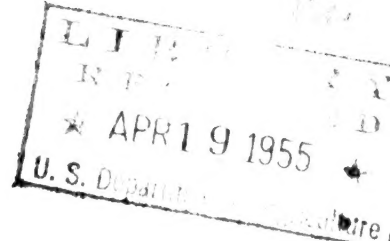
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PRICE LIST - FALL 1955
MULFORD'S INDOOR FLOWERING BULBS

HEWETT P. MULFORD & CO. - LEBANON, OHIO

F.O.B. Lebanon, Ohio
order case lots only

All shipments via motor freight
to Dec. 1st - after that date
we recommend express



PAPER WHITE NARCISSUS, YELLOW NARCISSUS and CHINESE SACRED LILIES

Select bulbs are packed in 3" x 3-3/4" x 6-1/2" cardboard cartons and wrapped with spackling cellophane on a packaging machine. The colorful illustrations show the flowers in full bloom. Complete directions for growing on every box. Shipments start Oct. 1st.

Stock No.	Item	Unit Cost	No. Per Case	Cost Per Case	Approx. Weight
21	Paper White Narcissus 3 bulbs 13-15 ctm.	.15	48	7.20	18 lbs.
22	Yellow Narcissus 3 bulbs 13-15 ctm.	.15	48	7.20	18 lbs.
23	Chinese Sacred Lily 3 bulbs 13-15 ctm.	.15	48	7.20	18 lbs.
24	Combination Case 24 Paper White Narcissus 12 Yellow Narcissus 12 Chinese Sacred Lily	.15	48	7.20	18 lbs.

NEW WINDOW SILL BULBS

4 Easy to Grow - Easy to see varieties, preplanted in bulb fibre in plastic containers (3-1/2" x 5-3/4" x 2-3/4"). Colorful display card with each shipment. Tips of bulbs come up through holes in the cover so that bulbs remain planted in proper growing position and easily seen for inspection by customers. No soil, no fertilizer, is required. Water is added through holes in the depressed cover, making this the most practical bulb planter ever devised. Shipments start Nov. 1st.

26	Paper White Narcissus 3 bulbs 13-15 ctm.	.22 $\frac{1}{2}$	48	10.80	21 lbs.
27	Yellow Narcissus 3 bulbs 13-15 ctm.	.22 $\frac{1}{2}$	48	10.80	21 lbs.
28	Amaryllis 1 bulb 2-1/2"	.22 $\frac{1}{2}$	48	10.80	21 lbs.
29	Hyacinths 2 bulbs 14-15 ctm.	.22 $\frac{1}{2}$	48	10.80	21 lbs.
33	Combination Case Best selling proportion 18 Paper White Narcissus 9 Yellow Narcissus 12 Amaryllis 9 Hyacinths	.22 $\frac{1}{2}$	48	10.80	21 lbs.

5	Bulk Amaryllis 2-1/2" Colorful display card with each shipment. Shipments start Oct. 1st.	.13	48	6.24	20 lbs.
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MULFORD'S NEW Easy-to-Grow Bulbs

FOR INDOOR PLANTING

Plant . . . Water . . . Watch them Bloom. Customer gets large size bulbs with Greenhouse Tested Soil (more than enough to fill a 4" Pot) all in one package.

Priced
for
Volume
Sales



Beautiful 4 Color Cartons - Size 5½ x 8½"

Back of Package

No. 26

Paper White Narcissus
3 Bulbs 12-14 ctm.

No. 27

Yellow Paper White
2 Bulbs 14-15 ctm.

No. 28

Amaryllis
1 Bulb 2¼ to 2½"

No. 29

Calla Lily
1 Bulb 1½ to 2"

36 per case, wt. approx. 20 lb. 36 per case, wt. approx. 20 lb. 36 per case, wt. approx. 20 lb. 36 per case, wt. approx. 20 lb.

No. 30 Combination Case — 18 Paper White Pkgs. — 18 Amaryllis Pkgs. —
18 Yellow Paper White Pkgs. — 18 Calla Lily Pkgs. — 72 Per Case, 40 lb. approx. wt.

Narcissus & Chinese Sacred Lilies

Machine wrapped cellophane packages, 3 x 3¼ x 6½". The natural color illustrations are printed on the cellophane. Complete growing directions on back of box.



No. 21

Paper White Narcissus
3 Bulbs 14-15 ctm.
48 to case, wt. approx. 18 lb.

No. 22

Yellow Paper White
3 Bulbs 13-15 ctm.
48 to case, wt. approx. 18 lb.

No. 23

Chinese Sacred Lilies
3 Bulbs 14-15 ctm.
48 to case, wt. approx. 18 lb.

No. 24 Combination Case — 24 Paper White Pkgs. — 12 Yellow Paper White Pkgs.
12 Chinese Sacred Lily Pkgs. — 48 Pkgs. to Case — approx. wt. 18 lb.

No. 32 Green House Tested
1 lb. Pkg.



Potting Soil
Grows
Better
Flowers

Mixture contains ⅓ peat,
⅓ vermiculite — ⅓ rich
compost soil for bulbs,
vines, green plants and
violets. — 48 to case. —
Wt. Packed 50 lbs.

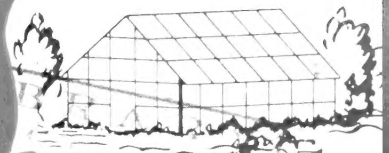
SHIPPING DATE - Sept. 15 thru
early winter months. Case lots
only. Motor freight to Dec. 1st,
after that date, express recom-
mended. All shipments F. O. B.
Lebanon, O. Note: Potting soil
shipped freight year around.

HEWETT P. MULFORD & CO., LEBANON, OHIO

Sensational Miniature Greenhouse Package

MULFORD'S POTTED BULBS ARE BACK

TULIPS, HYACINTHS AND DAFFODILS



Dec. Jan.
Feb. & Mar.
Sales

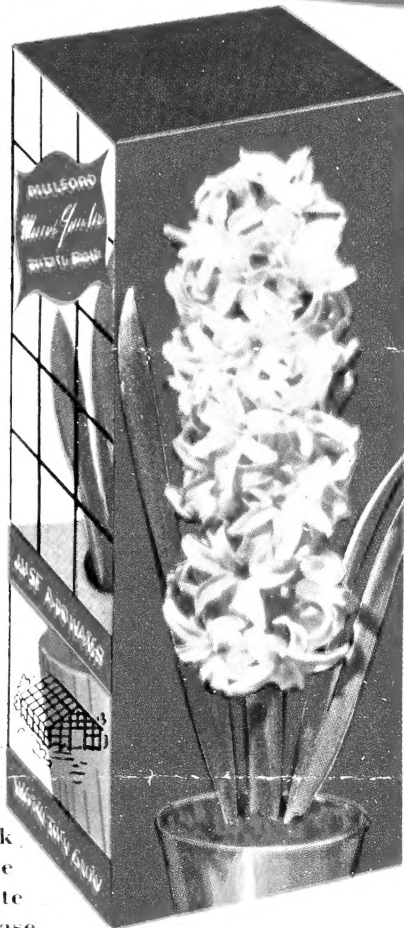
SPACE
YOUR
SHIPMENTS

WE
RECOMMEND

Dec. 24th
Jan. 1st
Jan. 15th
Feb. 1st
Feb. 15th
Mar. 1st
Mar. 10th

*Right is reserved
to ship later if
bulbs are late in
maturing.

Bulb pkg.
2 3/4 x 2 3/4 x 7 1/2"

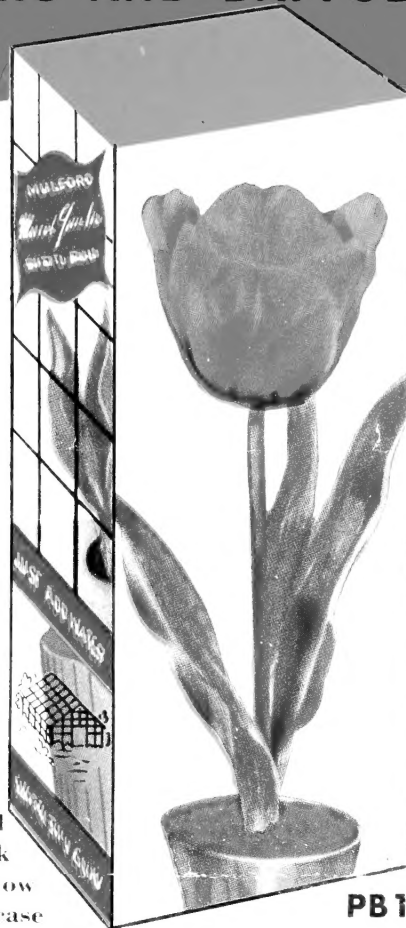


PB1

24 Pink
24 Blue
24 White
72 per case
Hyacinths

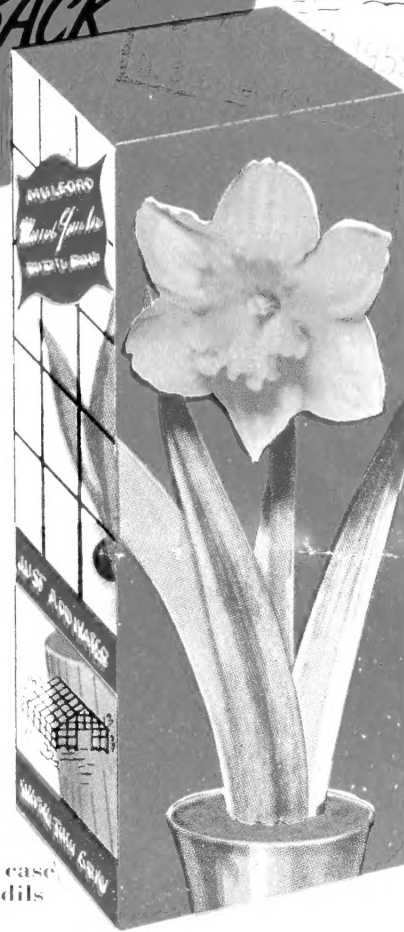
PB2

36 Red
22 Pink
14 Yellow
72 per case
Tulips



PB3

72 per case
Daffodils

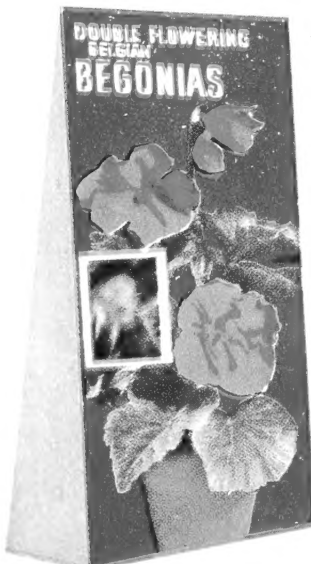


PB123 COMBINATION CASE — 72 UNITS (Assorted Colors)
40 Hyacinths - 20 Tulips - 12 Daffodils to a case

All Shipping weights approx. 24 lbs. F.O.B. Lebanon, Ohio

This miniature greenhouse package created for fast sales is the most revolutionary idea ever developed for selling potted bulbs. The package is completely wrapped with transparent material and sealed to keep bulb in perfect growing condition until ready to bloom. Admission of light from two sides keeps plant healthy and allows full view of the new, colorful light weight aluminum pot and the growing bulb.

IMPORTED BELGIAN BEGONIAS WITH GROWING SOIL EASY TO GROW



PB5 36 UNITS PER CASE

Shipping weight 23 lbs. F. O. B. Lebanon, Ohio

The popularity of the Tuberous Rooted Belgian Begonia has increased tremendously. These large Bulbs 1 1/2 to 2" in diameter are packed with special growing soil (sufficient to fill a 4" pot) insuring success for growing this wonderful plant.

Pkg. Size
5 1/2 x 8 1/2 x 1 3/4"

PB56 COMBINATION CASE

18 Tropical Caladiums 18 Double Flowering Belgian Begonias

Shipping weight approx. 23 lbs. F. O. B. Lebanon, Ohio

Growing of these exotic foliage plants is made easy by including special soil (sufficient to fill a 4" pot) insuring success for easy growing. This is a beautiful traffic stopper package. Bulb size 1 1/2 to 2" in diameter.

(FANCY-LEAVED) CALADIUMS WITH GROWING SOIL EASY TO GROW

Pkg. Size
5 1/2 x 8 1/2 x 1 3/4"



PB6 36 UNITS PER CASE

Shipping weight 23 lbs.
F. O. B. Lebanon, Ohio

**FEB.
MARCH
SALES
SHIPPING
DATES
FEB. 1
TO
MARCH 15**

SPACE
YOUR
SHIPMENTS

ALL SHIPMENTS
F. O. B. LEBANON, OHIO

HEWETT P. MULFORD & CO., Lebanon, Ohio

NEW

WINDOW SILL BULBS



Display card in full color in every case.

ORDER THIS ITEM HEAVY
We Say It's Terrific!

Tips of the bulbs come up through the holes in the cover, so that the bulbs remain planted in proper growing position and easily seen for inspection by customer. Each variety requires different amounts of water in starting. This is given in directions on every planter.

BEST SELLING ASSORTMENT

18 Paper White Narcissus	3 bulbs to planter
9 Yellow Narcissus	3 bulbs to planter
12 Amaryllis	1 bulb to planter
9 Hyacinths	2 bulbs to planter
48 to case	Weight 21 lbs.

Shipments start November 1st.
Shipments travel via motor freight except in coldest weather.

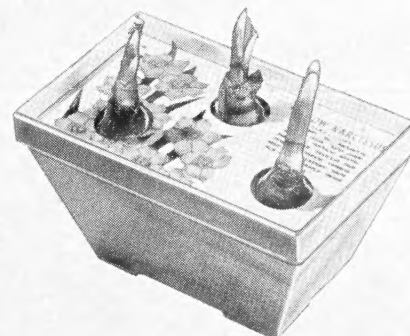
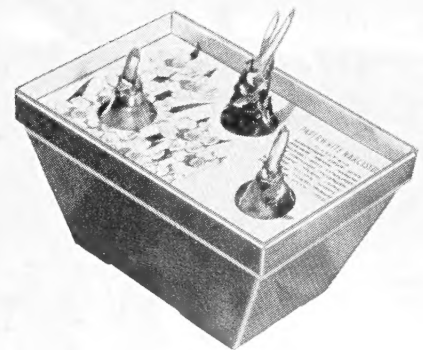
4 EASY-TO-GROW EASY-TO-SEE VARIETIES

Pre-planted in bulb fibre in colorful plastic containers (3 1/2" x 5 3/4" x 2 3/4")

**Just Add Water — Follow Directions and
WATCH THEM BLOOM!**

Paper White Narcissus 3 bulbs to planter

Just add water and my
dainty flowers appear,
In just a few weeks with
fragrance and cheer.

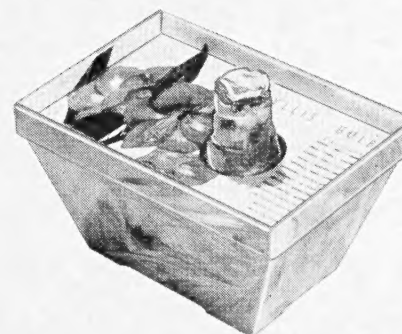
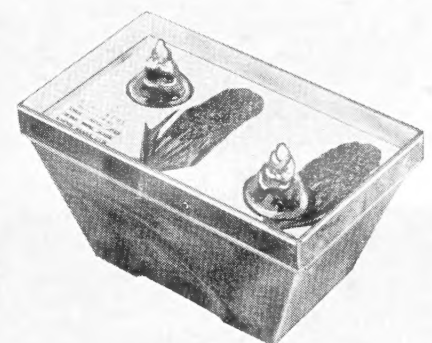


Yellow Narcissus 3 bulbs to planter

My golden flowers are
delightful to see,
All you need do is just
water me.

Hyacinths 2 bulbs to planter

Lovely and dainty
bright and gay,
I'll love you always
the Hyacinths say.



Amaryllis 1 bulb to planter

My stately flowers
make quite a show,
Just add water and
watch me grow.

The verse with each variety is printed on the 4 color covers. Carrying out the gift idea and Easy-to-Grow theme.

HEWETT P. MULFORD & CO., Lebanon, Ohio

